



# RESTART THE ARTS



GREATER PITTSBURGH  
ARTS COUNCIL

**Campaign Guidance**

# We need your help to **Restart the Arts**



**The Greater Pittsburgh Arts Council would like to extend our sincere appreciation and acknowledgment to our membership for your courage, perseverance and creativity over this last year and a half. We are truly stronger together. Now get ready—it's time to restart our world.**

Restart the Arts is a vital public service campaign to re-engage audiences with our region's arts and cultural venues. As the pandemic lingers with us, we are faced with the challenge to re-emerge as a community responsibly and successfully, not only with our livelihoods, but, once again, living our lives to the fullest.

Made possible by the Richard King Mellon Foundation, Henry L. Hillman Foundation, and the Allegheny Regional Asset District, and spearheaded by the Arts Council, Restart the Arts was created with you in mind—our arts community. We believe Pittsburgh's arts and culture community has an opportunity, and a responsibility, to help our audiences make sense of this new and changing reality, while also generating excitement for their return to your venues and events.

The following guidelines will help all area arts organizations to get involved in this critical campaign to restart the arts and navigate the ongoing challenges presented by the coronavirus. Our goal is to rally Pittsburgh's world-class arts and cultural community around this effort, so please get involved.

# The Campaign



Officially kicking off on September 1st, 2021, Restart the Arts is an integrated, multifaceted marketing campaign. From grassroots social media to traditional broadcast television, from public relations to experiential events around the city, this campaign will benefit the entire region.

The campaign consists of the following components:

- Media buy:
  - Broadcast TV package; commercials and live coverage
  - Local radio spots and sponsored announcements
  - Print magazine
  - Music streaming spots
  - Social media advertising
- Earned media promotions and other public relations efforts
  - Local appearances by the Artsmobile
    - Extensive social media coverage of Artsmobile events
    - Media coverage of Artsmobile appearances
- Social media influencers coverage
- Collateral support for Council members
- Campaign website integrated into Artsburgh.org
- Additional sponsorship and fundraising support



# Reopening **Responsibly**



While we are all hopeful and excited for a return to normalcy, we find ourselves reopening in tandem with a persistent virus and its effects on our lives. Under these conditions, the Greater Pittsburgh Arts Council believes it is time to restart the arts as responsibly as possible and bravely confront the future.

As in-person experiences continue to reopen, our first concern is to help create safe and welcoming environments for artists, staff, and audiences. Each facility is encouraged to open at its own pace and comfort level related to health and safety issues. We ask members to utilize safety resources as they deem necessary and to reach out to the Arts Council if any assistance is required.

Most of all, we advocate for vaccination as a long-term industry policy and standard moving forward.

[Learn more about reopening safely.](#)



# The Campaign's Artsmobile



To get current and potential audiences excited about the return of the arts, we have scheduled several experiential performances via our Artsmobile. Throughout the month of September, you can follow the Artsmobile and its local performers and artists. We ask and encourage all members to spread the word of these events to your network, via social media or other means.

You can view a full schedule of appearances at [www.artsburgh.org/restart-the-arts-mobile/](http://www.artsburgh.org/restart-the-arts-mobile/).



# Member Tool Kit



To prepare and participate in the campaign, please visit the member tool kit online to access the creative collateral for the campaign. This is where you can download campaign materials and logos, request personalized design with your logo, and more.

To access the member tool kit, you can go to [www.artsburgh.org/restart-the-arts-member-portal/](http://www.artsburgh.org/restart-the-arts-member-portal/).

Don't forget to tag Greater Pittsburgh Arts Council in your posts!

Instagram: [@pghartscouncil](https://www.instagram.com/pghartscouncil)

Facebook: [Pittsburgh Arts Council](https://www.facebook.com/pghartscouncil)

Twitter: [@pghartscouncil](https://twitter.com/pghartscouncil)

URL: [www.pittsburghartscouncil.org](http://www.pittsburghartscouncil.org)

We also encourage you to use the official campaign hashtag: **#RestartTheArtsPGH**

For any questions related to the Greater Pittsburgh Arts Council Campaign, please contact Kristen Wishon:

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